

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Native Wholesale Supply Company		09/01/2010	COMPANY: UNITED STATES
RECEIVING PARTY DATA			
Name:	2249843 Ontario Inc.		
Street Address:	1 King Street West		
Internal Address:	Suite 1500		
City:	Hamilton		
State/Country:	CANADA		
Postal Code:	L8P 4X8		
Entity Type:	CORPORATION: CANADA		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	2827776	SENECA	
Registration Number:	2460960	SENECA	
Registration Number:	2422894	SENECA	
CORRESPONDENCE DATA			
Fax Number:	(905)296-8709		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	905-549-5880		
Email:	koch@bellnet.ca		
Correspondent Name:	Mark A Koch		
Address Line 1:	583 Main Street East		
Address Line 4:	Hamilton, CANADA L8M 1J4		
ATTORNEY DOCKET NUMBER:	977T1		
DOMESTIC REPRESENTATIVE			

OP \$90.00 2827776

900171064

TRADEMARK
 REEL: 004273 FRAME: 0193

Name:

Address Line 1:

Address Line 2:

Address Line 3:

Address Line 4:

NAME OF SUBMITTER:

Mark Koch

Signature:

/Mark A Koch/

Date:

09/07/2010

Total Attachments: 3

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TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT ("Trademark Assignment") is made and effective as of this ^{1st} day of September, 2010 between Native Wholesale Supply Company, an entity organized under the Sac and Fox Nation having a principal place of business at 10955 Logan Road, Perrysburg, New York 14070 ("Assignor") (Native Wholesale Supply Company was formerly at P.O. Box 214 Gowanda, NY 14070 and formerly at 11037 Old Logan Rd. Perrysburg, NY 14129), and 2249843 Ontario Inc., an Ontario corporation having a principal place of business at Suite 1500, 1 King Street West, Hamilton, Ontario, Canada L8P 4X8 ("Assignee").

WITNESSETH

WHEREAS, Assignor is the owner of the trademark, and the applications and the registrations therefor, specifically set forth on the attached Schedule A (the "Trademark"); and

WHEREAS, Assignor has agreed to assign to Assignee the entire right, title and interest, in and to the Trademark.

NOW, THEREFORE, effective immediately by this Trademark Assignment and for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, assign, transfer and set over to Assignee, for Assignee's own use and enjoyment and for the use and enjoyment of its successors, assigns and other legal representatives as fully and entirely as the same would have been held and enjoyed by Assignor if this Trademark Assignment had not been made, Assignor's entire right, title and interest in and to the Trademark, including rights outside of the United States, if any, and any renewals thereof, together with the goodwill symbolized by and associated with the Trademark and the business conducted under said Trademark, and all income, royalties, damages and payments now or hereafter due or payable in respect thereto, and in and to all causes of action (either in law or in equity) and the right to sue, counterclaim and recover for past, present, and/or future infringement, damages, or other unauthorized use of the rights assigned to Assignee under this Assignment.

Assignor authorizes and requests the U.S. Patent and Trademark Office, or any foreign equivalent thereof, to record Assignee as owner of the Trademark as assignee of the entire right, title and interest in, to and under the same, for the sole use and enjoyment of Assignee, its successors, assigns or other legal representatives.


Assignor hereby agrees to execute (and/or to have promptly executed by its predecessors, if any) any and all papers, and to perform such other proper acts, as may be reasonably necessary to secure to Assignee, or to its successors or assigns, the rights hereby transferred.

This Trademark Assignment may be executed in counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same instrument.

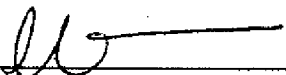
This Trademark Assignment shall be governed and construed in accordance with the laws of the State of New York without regard to any applicable principles of conflicts of law.

WHEREFORE, Assignor and Assignee have caused this Trademark Assignment to be duly executed below.

ASSIGNOR: NATIVE WHOLESALE SUPPLY
COMPANY

By: 
Name: ARTHUR MONTOUR
Title: PRESIDENT

ASSIGNEE: 2249843 ONTARIO INC.

By: 
Name: Chantell Montour
Title: Secretary

SCHEDULE A

U.S Trademark Registrations:

**Mark: SENECA
Reg. No.: 2827776
Registered: March 30, 2004
Int. Class: 034**

**Mark: SENECA
Reg. No.: 2460960
Registered: June 19, 2001
Int. Class: 034**

**Mark: SENECA
Reg. No.: 2422894
Registered: January 23, 2001
Int. Class: 034**